

Marietta Area Business Association

MEETING MINUTES



Regular Board Meeting

August 29, 2019, 8:30am – 10:00am

Northwest Bank, Board Room

Attendees (absentees noted in *italics*):

Bev Kreider, President
 Scott Barrows, Vice President
 Sarah Barrows, Secretary
 Bob Heiserman, Treasurer

Audrey Kushner, Board Member
 Abby Ulrich, Board Member
 Eric Miller, Board Member
 Tammy Weidman, Board Member

*Note: [Hyperlinks](#) within minutes link to documents shared at the meeting.

Executive Summary

MOTIONS

| Motions | 1st | 2nd | Vote* | Impact |
|--|--------|-------|------------------------------------|--|
| Motion to approve the April 10, 2019 regular board meeting minutes. | Bev | Bob | Aye: 8 Nay: 0 Motion Carries | N/A |
| Motion to approve the June 5, 2019 regular board meeting minutes. | Scott | Sarah | Aye: 8 Nay: 0 Motion Carries | N/A |
| Motion to approve the August 29, 2019 Treasurer's Report. | Audrey | Abby | Aye: 8 Nay: 0 Motion Carries | N/A |
| Motion to approve the June 5, 2019 Treasurer's Report. | Bob | Abby | Aye: 8 Nay: 0 Motion Carries | N/A |
| Motion to approve Bob to move \$8,000.00 from MABA checking to MABA savings account | Bob | Eric | Aye: 8 Nay: 0 Motion Carries | Moving money to the MABA savings account will earn more interest than keeping it in the checking account |
| Motion to approve Marietta 'PR' Kit initiative, agreeing the Economic Committee has autonomy to carry out initiative as they see best and approving a budget of \$500 to cover printing, mailing, and/or delivery expenses | Bev | Bob | Aye: 8 Nay: 0 Motion Carries | Initiative strives to generate awareness of Marietta to more people and drive them to visit and use Marietta businesses. |
| Motion to approve Economic Committee to reach out to 'Our Marietta' organization (representation from key Marietta organizations/ stakeholders) to share our thoughts on the 'Branding Project,' e.g. why we think this is important, ideas on what this could look like for Marietta (conceptually), etc. | Scott | Bev | Aye: 8 Nay: 0 Motion Carries | For a town wide initiative such as a town's brand identity, messaging, and marketing, it is critical to engage and involve other stakeholders early, and often - to map out the best approach and define roles/responsibilities. |

| | | | | |
|--|-----|------|------------------------------------|--|
| Motion to approve Marietta Day committee recommendations and budget for 2020 | Bob | Abby | Aye: 8 Nay: 0 Motion Carries | Marietta Day planned for Saturday, May 9, 2020 |
|--|-----|------|------------------------------------|--|

*Voting may take place only when a quorum is present; MABA bylaws define a quorum as a simple majority of board members.

ACTION ITEMS

| Action Items | Responsible | Due Date |
|--|---|----------|
| Transfer \$8,000.00 from MABA checking to MABA savings account | Bob | 09/06/19 |
| Create Marietta 'PR' Kit 'sell sheet' to share with members/ non-members | Sarah | 09/11/19 |
| Design a save-the-date for the October MABA Annual Meeting & Mixer to be sent to board for approval and emailed to members/ non-members, as well as posted to Facebook page ASAP | Abby | 09/13/19 |
| Email suggestions for the October meeting agenda to Scott | All | 09/20/19 |
| Organize meeting with MABA admin to discuss communication, project status vs. services contracted | Scott | 09/22/19 |
| Design a post card invitation for October MABA Annual Meeting & Mixer to be sent to board for approval and mailed by September 23 | Abby | 09/23/19 |
| Share Marietta 'PR' Kit with non-members to see if they would like to participate (must join MABA to be included in the MABA handout) | Sarah, Bev, Abby | 09/23/19 |
| Reach out to 'Our Marietta' organization (representation from key Marietta organizations/ stakeholders) to share our thoughts on the 'Marietta Branding Project' | Sarah, Abby | 09/23/19 |
| Finalize distribution plan and number of materials needed for Marietta 'PR' Kit initiative | Sarah | 09/24/19 |
| MABA board to ask for food donations and confirm with Scott who is bringing items to the meeting | Tammy (Shank's Tavern) Eric (Nick's Bistro, Marco's) Abby (Marietta Pizza) Audrey (McCleary's, Railroad House) | 10/16/19 |
| Produce Marietta 'PR' Kits and distribute | Sarah, Abby | 10/17/19 |
| Procure plates, napkins, plasticware, and cups for October Annual Meeting & Mixer | Bev | 10/22/19 |

KEY DATES

| Date & Time | Event | Location |
|--|-----------------------------|------------------------------|
| Monday, September 23 @ 8:30 - 10:00am | MABA Board Meeting | Northwest Bank, Board Room |
| Thursday, October 17 @ 8:30 - 10:00am | MABA Board Meeting | Northwest Bank, Board Room |
| Wednesday, October 23 @ 5:30 - 7:00pm | MABA Annual Meeting & Mixer | The Marietta Community House |
| Saturday, May 9, 2020 | 2020 Marietta Day | Market Street, Marietta |

Detailed Meeting Minutes

- Meeting called to order (Bev) - [Agenda](#)
- Review previous Meeting Minutes (Bev)
Motion to approve [April 10 Meeting Minutes](#) - Bev, Bob (2nd) - All Approve; motion carries
Motion to approve [June 5 Meeting Minutes](#) - Scott, Sarah (2nd) - All Approve; motion carries
- Officer Reports: Treasury (Bob) - [August 29, 2019 Treasurer's Report](#)
 - All accounts were closed at BB&T on August 5 and opened at Northwest Bank (Marietta Branch) August 16; waiting for new checks to be received
 - Savings account is a money market account as opposed to a traditional savings; interest earned in the money market account is 0.60% vs. 0.01% with a traditional savings account
 - Checking Starting Balance (06/05/19): \$13,107.22
 - Credits: \$200.00 (Marietta Day deposit)
 - Debits: \$300.70 (Marietta Day signage, Traveler Ad)
 - Ending Balance: \$13,202.21 (+\$195.69 difference vs. register - Bob's not sure why but thinks it might have been a bill that should have been paid by MABA checking but was paid out of another account)
 - MABA owes The Community House \$100.00; waiting for new checks to come in order to pay
 - Savings Balance (08/05/19): \$6,586.92 (no transactions; \$0.05 interest earned)
 - Beautification Committee Balance (04/10/19): \$512.55 (no transactions)*Motion to approve August 29 Treasury Report - Audrey, Abby (2nd) - All Approve; motion carries*

Motion to approve [June 5 Treasury Report](#) - Bob, Abby (2nd) - All Approve; motion carries

Motion to approve Bob to move \$8,000.00 from MABA checking to MABA savings account to take advantage of higher earning interest - Bob, Eric (2nd) - All Approve; motion carries
- Reports of Special Committees
 - Economic Committee (Sarah)
 - [Marietta 'PR' Kit](#)

1. Economic Committee will put together a package of materials to distribute to area visitor's centers, hotels/ B&Bs/ Airbnbs, convention centers, restaurants, etc.
2. Materials will include the Marietta Brochure (map) as well as a handout highlighting MABA member businesses ('Open for Business' flyer), and potentially other collateral, i.e. Northwest Lancaster County River Trail Brochure (subject to change based on distribution channel and availability of materials)

Motion to approve Marietta 'PR' Kit initiative, agreeing the Economic Committee has autonomy to carry out initiative as they see best and approving a budget of \$500 to cover printing, mailing, and/or delivery expenses - Bev, Bob - All approve; motion carries

3. Next Steps

- o Finalize distribution plan and number of materials needed (Sarah)
 - o Create sell-in to share with members/ non-members (Sarah)
 - o Share Marietta 'PR' Kit with non-members to see if they would like to participate (must join MABA to be included in the MABA handout)(Bev, Abby)
 - o Print, Collect, and collate kits and distribute (goal is to distribute prior to October meeting but to be confirmed based on member/ non-member responsiveness); Audrey donated use of the printer at Swedish Motors
- [Marietta Branding Project](#)
 1. In a qualitative survey among MABA members and non-members, one of the most important things people felt MABA should do is help to drive people into Marietta to utilize businesses and services.
 2. The Economic Committee discussed this and felt success of such an initiative is actually tied to a larger initiative to create a 'brand' for Marietta
 3. 'Place Branding' is done all over the world from small towns to big international cities. The idea is to create the town's positioning statement (who we are, what we offer and to whom, etc) and visual identity (logo or town seal, imagery to conjure up an emotional connection to the place) and from these essential strategic documents, create a marketing plan (print, digital, social, etc) to drive people to Marietta
 4. The Economic Committee has some thoughts on how to do this but understands it is not for MABA to do alone; discussion with key Marietta stakeholders is critical for success, adoption, and funding.

Motion to approve Economic Committee to reach out to 'Our Marietta' organization (representation from key Marietta organizations/ stakeholders) to share our thoughts on a 'Marietta Branding Project,' e.g. why we think this is important, ideas on what this could look like for Marietta (conceptually) - Scott, Bev (2nd) - All approve; motion carries

- o Beautification Committee (Bob)

- As of today, 7 planters have been adopted (20 is the goal for this year) and the program appears to be profitable, benefiting the Beautification Committee
- The estimated [Beautification Committee budget](#) is \$7,000 for 2020, including equipment maintenance, planter program, watering equipment, tree replacement, and marketing
- Given the planter program is self-sustaining (\$3,000), the Beautification Committee will need to raise \$4,000 to cover expenses for 2020; Bob feels this is attainable
- The committee is still in need of volunteers to help with mowing and watering; need to work on communication to let people know
- o Social Committee (Scott)
 - MABA's annual meeting and mixer is scheduled for October 23 5:30-7:00pm; The Community House has been reserved (no charge; however, we are responsible for cleaning up after the event, taking out trash, etc)
 - MABA board to ask for food donations and confirm with Scott who is bringing items to the meeting - Shank's (Tammy), Marietta Pizza (Abby), Nick's Bistro/ Marco's (Eric), McCleary's/ Railroad House (Audrey), Plates, napkins, plasticware, cups (Bev)
 - Scott requested that board members email suggestions for the agenda prior to the September board meeting; other suggestions include:
 1. Business Security and Responsibilities - Susquehanna Regional Police Chief
 2. Your Business Throughout History - Ray McKeebe(?); a look at what today's Marietta businesses looked like in the past
- o [Marietta Day Committee](#) (Bob)
 - In 2019 there were 65 paid vendors and 29 artisans; overall a total of 73 spaces
 - Net profit for Marietta Day in 2019 was \$3,592 (down from 2018)
 - Recommendations for 2020
 1. Artisans only use Paypal and online registrations (all via Brittany)
 2. All regular vendors use paper application (the committee refuses to convert to an online process and feels they can manage it better with pen to paper)
 3. Eliminate closures Locust to Chestnut Streets and re-number spaces
 4. Date: Saturday, May 9, 2020
 - The Community House is cracking down on their 'Commissions' policy - use of the space for commercial purposes should result in a 10% donation of gross revenues to The Marietta Community; given this is a deterrent for artisans/ vendors, we may need to move the artisan's corner to another location.

Motion to approve Marietta Day committee recommendations and budget for 2020 - Bob, Abby (2nd) - All approve; motion carries

- o MABA Admin Report
 - Need to create 'Save the Date' and invitation for October meeting ASAP
 - Need to discuss the status of communications and projects vs. contracted responsibilities of MABA admin; there have been several missed deadlines and very few posts on social media - Scott to setup and facilitate discussion with Steve

- Next Meeting:
 - Monday, September 23 @ 8:30am - Northwest Bank, Board Room
 - Need to discuss upcoming elections - review [MABA board member voting process](#)
 - Review October Annual Meeting & Mixer agenda
 - Review solicitations and upcoming community events (discuss how to support - marketing communications, financially?)

- Meeting Adjourned